



**Purpose:** *The California Children's 5 a Day—Power Play! Campaign*, is a statewide nutrition initiative led by the California Department of Health Services (DHS) and the Public Health Institute designed to increase the consumption of fruits and vegetables by children across the state to a minimum of an average of 5 daily servings. The campaign encourages 9, 10, and 11 year old children and their families to eat 5 daily servings of fruits and vegetables.

**Why:** *The California Five A Day—Power Play Campaign* focuses on children because:

- 1) A healthy diet improves school performance and increases energy.
- 2) Adults who eat enough fruits and vegetables often developed that habit as children.
- 3) Fruits and vegetables are important for growth and development.
- 4) Almost half of all children eat less than one serving of fruit a day.
- 5) One third of the vegetables consumed by youth ages 2 to 19 are fried potatoes.

**Who:** The San Bernardino County Department of Public Health Nutrition Program is the lead agency to facilitate collaboration among existing coalition members from schools, social services, community agencies, businesses and the media. Riverside County Department of Health Services is the liaison in Riverside County in order to reach 50% of the 9 to 11 year old children and their families in both Riverside and San Bernardino Counties.

**How:** The children and their families are provided with the *5 A Day Power Play!* messages through a variety of nutrition education activities and experiences in all six channels: schools, community youth organizations, farmers' markets, supermarkets, food services and the local media. Examples of activities include lesson plans, fruit and vegetable taste testing, child friendly recipes and cooking experiences, grocery store, farm or farmer's market tours, and chef, farmer and green grocer presentations to youth at community organizations and schools. Media coalition partners can provide air time for the upbeat state developed PSA's during children's programming. The *Idea & Resource Kits* provided are high quality and designed for schools, community youth organizations, Farmers' Markets, supermarkets and food service. Additional state resources include bilingual posters, pamphlets and cookbooks created for children and their

families. A large portion of the funding is available in the form of mini-grants of up to \$500 for *5 a Day Power Play!* partners.

**How Effective:** The effectiveness of the *California 5 a Day—Power Play! Campaign* was evaluated in 1995 in a one-year research grant supported by the Centers for Disease Control and the National Cancer Institute. The study found that the *Power Play! Campaign* increased all the variables tested. Children's fruit and vegetable consumption increased significantly; the specific attitudes, knowledge, and beliefs which sustain behavior improved; and the interventions were effective with children from low-income families and various ethnic groups. The results indicated that the *Power Play! Campaign* is most effective when the entire community is involved in delivering the messages.

**Free Materials Available:**  
**For Teachers**

- 1 School Idea & Resource Mini-kit with 17 fun fruit and vegetable activities that can be incorporated into subjects across the curriculum
- Pre-printed activities to begin teaching immediately!
- 35 "Kids...Get Cookin'!" Cookbooks featuring fruit and vegetable recipes, celebrity photos, and colorful graphics intended to inspire your students
- Colorful brochures (35 English, 10 Spanish) with tips for parents and a family game
- 5 a Day Challenge Booklets (35 English and 10 Spanish)
- 1 cassette tape with the 5 a Day Rap for students to learn and perform
- ***Curriculum Links demonstrate how activities fulfill California State Content Standards***

**For Community Youth Leaders:**

- 1 Community Youth Idea & Resource Mini-kit with 12 activities, 1 cookbook, 1 each English & Spanish brochure, and 1 5 a Day Rap cassette tape
- Special activities and links to requirements for Boy and Girl Scouts
- Additional cookbooks and brochures are available

**For Farmers' Market, Restaurant, and Retail Store Partners:**

- Farmers' Market Idea & Resource Mini-kit
- Retail Idea & Resource Mini-kit

**To order materials or for further information contact:**

Melodee Lopez , R.D.

San Bernardino County Department of Public Health

Nutrition Program – Room 104

351 N. Mt. View Ave.

San Bernardino, CA 92415-0010

Phone: (909) 387-6318

FAX: (909) 387-6899

E-mail: [mlopez@dph.sbcounty.gov](mailto:mlopez@dph.sbcounty.gov)

**Or visit us on the internet at [www.sbcounty.gov/eatwell](http://www.sbcounty.gov/eatwell)**